



KNXV-TV
PHOENIX

ORDER

Print Date 07/13/12

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Flight Dates 07/09/12-07/16/12

Contract / Revision 303933 / Wil Cardon for Senate 2012

Original Date / Revision
07/06/12 07/13/12

Advertiser **Cardon / Republican / Senate**

Product
Wil Cardon for Senate 2012

Agency Com 15%

Billing Contact

PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #301
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Sep 00:05:00

Estimate # TV: 7090716 :30's

Alt Order #

Billing Type	Cash
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Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A25-54

Rev Codes	POL	POL	CAND
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Product Codes PL

Priority	P-3
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Advertiser Ref

Order Share %	Market Value
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Competing Station	% of Order	Amount *
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
July 2012	82	\$32,640.00	\$38,400.00	0.00
Totals	82	\$32,640.00	\$38,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
06/25/12	07/16/12	82	\$32,640.00	\$38,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	07/09/12	07/13/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22112--	:30	8	\$125.00	P-3	0.00	NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/09/12	07/15/12	22112--		8			\$125.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/09/12-07/15/12		M-F 5-6am		5am-6am	MTWThF----	:30		(\$125.00)		0.00	NM		
		See MG 1.9, 1.10 [no copy yet MJ 7/6]													
2	KNXV	07/09/12-07/15/12		M-F 5-6am		5am-6am	MTWThF----	:30		(\$125.00)		0.00	NM		